



MEDIA ADVISORY
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Contact: Olivia Lammel, 412-642-7700
olivia.lammel@elias-savion.com

Coaching Boys Into Men Training Program Returns to PNC Park

High school coaches to teach athletes about healthy relationships and respect for women and girls

WHAT: High school coaches and athletic directors are invited to step up to the plate at the 2018 Coaching Boys into Men (CBIM) Training Summit at PNC Park on April 7. The full-day session will prepare coaches to implement CBIM. Coaches currently implementing the program will lead attendees through hands-on training exercises and role play.

Tony Porter, an author, educator and activist, will deliver the keynote. As the co-founder of A CALL TO MEN, Mr. Porter is internationally recognized for his efforts to end violence against women and girls.

Attendees will learn about [Coaching Boys Into Men](#), an evidence-based program that equips high school coaches with the tools to talk to their male athletes about healthy relationships, respectful behaviors and more. CBIM allows coaches to instill life skills, while empowering athletes to hold each other accountable and be positive role models for their peers.

WHEN: Saturday, April 7, 2018 from 10 a.m. to 3 p.m.

WHERE: PNC Park, 115 Federal Street, Pittsburgh, PA 15212

PROGRAM: **9:30 a.m.** Registration
10:00 a.m. Welcome
10:15 a.m. Keynote by Tony Porter
11:15 a.m. Q&A
11:30 a.m. CBIM Overview and Local Coach Testimonials
Half-day participants are dismissed
12:00 p.m. Lunch
1:00 – 3:00 p.m. CBIM Training

RSVP: Summit is free to attend. RSVP by April 1 at 412-456-6742 or CBIM@unitedwayswpa.org.

PHOTOS &

INTERVIEWS: The media will have the opportunity to photograph and interview the keynote speaker, coaches and trainers, as well as the attendees participating in hands-on exercises and dynamic role-playing scenarios.

Note to editors & reporters: *Media are invited to attend. To arrange interviews or for more information, please contact Olivia Lammel at 412-642-7700, olivia.lammel@elias-savion.com.*

About Pirates Charities – Pirates Charities, the philanthropic arm of the Pittsburgh Pirates, is a 501(c)(3) organization that focuses on three core areas of youth health, fitness and education. Each year, Pirates Charities and the Pirates partner with more than 3,000 organizations and programs committed to improving the lives of children and adults. Pirates Charities supports several Miracle League projects and has created successful signature programs including Fields for Kids, Wins for Kids, Pitch for Hope as well as others supporting cancer research and families and youth in our community. To learn more about Pirates positive impact in the community, visit pirates.com/community.

About FISA Foundation – FISA Foundation is a charitable grant making foundation dedicated to improving the quality of life for women, girls, and people with disabilities in southwestern Pennsylvania. One of its current areas of focus is the prevention of sexual assault and domestic violence. Learn more about FISA at www.fisafoundation.org.

About United Way of Southwestern PA – United Way of Southwestern Pennsylvania, serving Allegheny, Westmoreland, Fayette and Southern Armstrong counties, leads and mobilizes the caring power of individuals, the business community and organizations to help local people in need measurably improve their lives. United Way creates long-lasting change for the betterment of our community.

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